The Economic and Fiscal Benefits of Walkable and Bike-able City and Town Centers

October 30, 2015
1. Webinar Outline

1. Introduction
2. Profiles of 7 cities
3. Acknowledgements and resources
4. Q & A
1. Introduction
1. Introduction

What do we see in this picture
5. Maps __ Case Studies with Multi Modal Features

- Bus Rapid Transit (BRT)
- Enhanced Car Traffic Safety
- Signage
- Enhanced Bike Safety
- ADA Compliance
- Enhanced Pedestrian Safety
- Street Furnishings
- Aesthetic Improvements

Locations:
- Redmond, WA
- Cleveland, OH
- Lancaster, CA
- Grandview, MO
- New York City, NY
- West Jefferson, NC
- Orlando, FL
6. Profiles of 7 cities
6. The Health Line ___ Cleveland, OH
6. What Cleveland, OH is Known For

Rock and Roll Hall of Fame, Cleveland Clinic, Euclid Avenue
Early 1950s: Exploration to build a subway

1998: Former City mayor George Voinovich sees Curitiba’s (Brazil) celebrated Bus Rapid Transportation (BRT) system

City leaders secured funding for a BRT system from federal and state sources, and University Hospital

Cleveland Clinic and University Hospitals purchased the naming rights to the new line for $6.25 million: BRT = “HealthLine”

2008: HealthLine opens

2012: System’s average weekday ridership was 15,800, or 67% higher ridership than the bus line it replaced
6. Project Features __ Cleveland, OH

The Health Line was much more than a BRT system:

- $50 million spent on vehicles, stations, and platforms; $150 million for infrastructure and street-level enhancements:
  - Over 71% of curb parking lanes are replaced by Cleveland’s 1st dedicated bike lanes and pedestrian improvements

- Undergrounding of power lines

- Installation of fiber-optic telecommunications cables

- Reconstruction of water and sewer lines
6. Project Features — Cleveland, OH

The HealthLine is user-friendly

- Easy, ADA friendly bus boarding; platforms have real-time arrival information
- High service frequencies during rush hours
- Off-board fare payment
6. Project Features __ Cleveland, OH

For pedestrians and bicyclists . . .

- New streetlights, well lit intersections
- New sidewalks with pattern designs
- Artwork and plantings along sidewalks ($1.2 million public art along the HealthLine)
6. Project Features: Artwork __ Cleveland, OH

- Chorus line luminaries
- Osmosis
- Poetry Walking Sculptures
6. Project Features: Artwork __ Cleveland, OH
6. Project Features: Artwork __ Cleveland, OH
6. Project Features __ Cleveland, OH

For pedestrians and bicyclists (cont.)

- Corridor divided into 8 different districts, each having distinct designs and featuring 3 – 7 tree species
- Critical mass of people walking
- Cars travel at lower speeds, in fewer traffic lane
- Safe crosswalks with fewer lanes to cross
6. Project Features: Artwork __ Cleveland, OH

Distinctive signage coloring in different districts along Euclid Ave.
New bike lanes from CSU to University Circle

- Bike counts at the Euclid and Chester Avenue intersection in the University Circle area increased by 92 percent between 2006 to 2010

- Bike counts tripled at Euclid Avenue and East 40th Street in MidTown during the same period
6. Before & After __ Euclid Avenue in Cleveland, OH
6. Economic & Fiscal Benefits _ Cleveland, OH

- Nov. 2013 ITDP study found Healthline leveraging $114 for every transit dollar invested

- Investments included:
  - $180 million by Cleveland State University
  - $500 million by University Hospital
  - $350 million by the Cleveland Museum of Art
  - $506 million by the Cleveland Clinic Heart Center
  - $27.2 million by the Museum of Contemporary Art
The HealthLine is also credited with

- Stimulating the creation of over 4,400 new residential units, and 7.9 million square feet in commercial development (GCRTA)

- Leading to the creation of 13,000 new jobs (GCRTA)

- Generating $62 million in local taxes (GCRTA)

- Increasing property values along the HealthLine corridor by 325 percent (2006 – 2012)
6. Safety Benefits — Cleveland, OH

- Walk Score: Downtown and University Circle are now two of the three most walkable neighborhoods in Cleveland

- HealthLine buses powered by diesel engine with an electronic transmission: Results in 97% lower particulate emissions and 75% better fuel economy (GCRTA)

- Low polluting HealthLine buses help make for a healthier walking and biking experience along the corridor
6. Conclusion __ Cleveland, OH

Lessons learned

Future projects
Thomas Bier

Senior Fellow, Levin College of Urban Affairs

Cleveland State University

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6. Bx12 SBS FORDHAM ROAD __ Bronx, NYC
6. What the Bronx, NYC is Known For

Fordham University, NY Botanical Garden, Bronx Zoo
6. Bx12 SBS FORDHAM ROAD __ Bronx, NYC
Bx12 SBS was New York City’s first SBS route:

- Replaced limited service Bx12 in 2008
- Service Extension: Transfer opportunities to all subway lines and Metro-North lines in the Bronx
- Fordham Road corridor selected due to high demand for missing east/west connection in the borough

Project goals:

- Increase ridership and improve transit experience
- More efficient operation
- Improve east/west travel and transit connections
6. Project Features __ Bronx, NYC

Enhanced Bus Service:

- Transit Signal Priority ($2M)
- Off-board fare payment ($4M)
- New, more efficient, ADA compliant buses
- New bus shelters
6. Project Features __ Bronx, NYC

- Curbside management: Dedicated curbside bus lanes ($4M), parking regulations
- Intersection improvements: Cross walk markings, turning lanes
6. Before & After __ Bronx, NYC

BEFORE

AFTER
6. Project Costs & Funding __ Bronx, NYC

Cost:

- $10 Million (average cost for SBS project implementations in NYC)
- Very low implementation costs for the 9-mile corridor

<table>
<thead>
<tr>
<th>CITY</th>
<th>COST ($M) Excluding buses</th>
<th>TRAVEL TIME CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>$18M</td>
<td>18%</td>
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<tr>
<td>New York, NY</td>
<td>$10M</td>
<td>20%</td>
</tr>
<tr>
<td>New York, NY</td>
<td>$5M</td>
<td>22%</td>
</tr>
<tr>
<td>New York, NY</td>
<td>$6M</td>
<td>16%</td>
</tr>
<tr>
<td>New York, NY</td>
<td>$10M</td>
<td>19%</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>$14M</td>
<td>17%</td>
</tr>
<tr>
<td>Cleveland, OH</td>
<td>$164M</td>
<td>7%</td>
</tr>
<tr>
<td>Eugene, OR</td>
<td>$19M</td>
<td>4%</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>$8M</td>
<td>35%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>$324M</td>
<td>6%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>$5M</td>
<td>29%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>$3M</td>
<td>23%</td>
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<tr>
<td>Miami, FL</td>
<td>$43M</td>
<td>0%</td>
</tr>
<tr>
<td>Orlando, FL</td>
<td>$21M</td>
<td>0%</td>
</tr>
</tbody>
</table>

Major Bus Rapid Transit projects in the US
6. Economic & Fiscal Benefits — Bronx, NYC

Combined Sales: Improvement Sites vs. Comparisons Sites - Bx12 Select Bus/Fordham Road

- Improvement Site
- Comparison Sites
- Borough
- Baseline Period
- Construction
- Post Construction

*Sales index (Y05Q1) = 100*

Retail Sales – on a five block section of the corridor
### 6. Economic & Fiscal Benefits — Bronx, NYC

<table>
<thead>
<tr>
<th>Area</th>
<th>Baseline Quarterly Sales</th>
<th>Δ Sales Post-Improvement</th>
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</thead>
<tbody>
<tr>
<td>Improvement Site</td>
<td></td>
<td>1st Year</td>
</tr>
<tr>
<td>Bx12</td>
<td>$7,439,735</td>
<td>24%</td>
</tr>
<tr>
<td>Borough</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronx</td>
<td>$362,097,700</td>
<td>15%</td>
</tr>
<tr>
<td>Neighborhood Comparisons</td>
<td></td>
<td></td>
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<tr>
<td>Average</td>
<td>$1,328,357</td>
<td>16%</td>
</tr>
<tr>
<td>Kingsbridge</td>
<td>$2,735,121</td>
<td>-24%</td>
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<tr>
<td>Grand Concourse</td>
<td>$661,370</td>
<td>22%</td>
</tr>
<tr>
<td>Jerome</td>
<td>$504,943</td>
<td>46%</td>
</tr>
<tr>
<td>Webster</td>
<td>$1,411,994</td>
<td>21%</td>
</tr>
</tbody>
</table>

Retail Sales – on a five block section of the corridor
6. Economic & Fiscal Benefits — Bronx, NYC

Increased revenue for bus line:

From 2007-2008:

- 30% increase in daily ridership
6. Other Benefits __ Bronx, NYC

- Saved time: Travel time has decreased by 20%
- Higher customer satisfaction
  - 98% of riders: very satisfied
  - 98% dependability of fare collection machine
6. Conclusion __ Bronx, NYC

Future expansions

- Based on Bx12 SBS success:

Phase II Plan: 16 corridors for future BRT development

Already implemented:

- Webster Avenue in the Bronx, and service to LaGuardia Airport from Woodside and Jackson Heights

- SBS service on 125th Street in Manhattan, also serving LaGuardia Airport
n Matt Kroneberger

New York City Department of Transportation

Transit

Development Community Outreach Coordinator +selectbusservice

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Carolyn Hope
City of Redmond Department of Parks and Recreation
Park planning, arts, and culture manager
Redmond Central Connector  __ Redmond, WA
6. Project Name __ Redmond, WA
6. What Redmond, WA is known

City sign, Microsoft headquarters, Bicyclists on Redmond Central Connector
6. Case study boundary __ Redmond, WA

Eastside Rail Corridor – A Regional Partnership

- Trail
- + Park
- + Art
- + Transit
- + Utilities
- + Roads

__________________________
Redmond Central Connector
6. Case study boundary __ Redmond, WA

Redmond Central Connector – Four Miles of Railroad Corridor
6. Case study boundary __ Redmond, WA

Redmond Central Connector, Phase 1 - one miles of trail, two new road crossings and three new mid-block connections
6. Before & After __ Redmond, CA

1950s - The Railroad Depot was the center of the economy

1980s to present – Technology Industry is Economic driver
6. Project features __ Redmond, WA

- Improve pedestrian and bicycle culture
- Integrated art and park design
- Leader in design quality for redevelopment

Redmond Central Connector, Phase 1 - Different segments of the trail, connecting urban and natural settings
6. Project features __ Redmond, WA

Integrated artwork in plazas for everyday respite or community events
Development activity around the Redmond Central Connector (blue line)
n “The mixed-use, pedestrian corridor here has made a very dynamic retail environment that helped justify our investment.”

Ben Friedman, Co-Founder and CEO of Homegrown sandwich shop

n “We selected to come into Redmond mainly for the redevelopment that the city of Redmond did. Being close to Microsoft, just a couple miles away, all the new apartments and condominiums that are coming in here, and just the walkability of the city...has been great for us and we would do it all over again.”

Keith Mourer, Co-Owner of Tipsy Cow Burger Bar

n “We came to Redmond because we were looking for a park setting. It had a great community, it had a good business plan, and we looked around, we had a lot of west side companies already here... and when we saw that, we thought, it’s a good match. We’re from Green Lake, and we had this real community feeling with a park next to us, and this is the first time we came to some place that really had that.”

Chet James, owner of Super Jock and Jill
6. Other Benefits __ Redmond, WA

- Culture
  - Redmond Lights Luminary Walk

- Community
  - Beat the Bunny Fun Run
  - Bike Bash

- Tourism
  - So Bazaar Night Market
Next Steps

- Phase 2 - 1.3 miles of trail to begin construction in 2015-
- Phase 3 – 1.6 miles of trail (completion of Redmond Segment) not currently funded
- Prepare for East Link Light Rail (~2025)

Synch Programming with new adjacent projects:
- Cleveland Street Redevelopment
- New Downtown Park
6. Project Experts __ Redmond, WA

Carolyn Hope

City of Redmond Department of Parks and Recreation

Park planning, arts, and culture manager

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Redmond Central Connector & Future Light Rail Station
6. Edgewater Drive — Orlando, FL
6. What Orlando, FL is Known For

- Walt Disney World Resort
- Orlando Museum of Art
- University of Central Florida
6. Case Study Boundary __ Orlando, FL
Edgewater Dr. is located 4 miles north of downtown Orlando

Response to 2000 College Park Neighborhood Horizon Plan’s call for increased auto, pedestrian, and bicycle safety

Focused on 1.6 miles of Edgewater Dr. between Par and Lakeview Street
6. Project Features __ Orlando, FL

- Street section converted from two travel lanes in each direction to one lane for each direction

- Included a two-way left turn lane

- Bike lanes added on both sides of street
6. Before __ Orlando, FL

Edgewater Drive in the Orlando's College Park neighborhood
6. After __ Orlando, FL
6. Before & After __ Orlando, FL
The street used to be configured like this

It was reconfigured to this in 2002

Photo Credit: City of Orlando
77 new businesses have opened on study area

During the same time, 506 new jobs have been created

From 2000-2012, property values on Edgewater Dr. have increased by 80%
6. Safety Benefits ___ Orlando, FL

- Total collisions dropped 40 %
- Crash rate was reduced from 1 crash every 2.5 days to 1 crash every 4.2 days
- Injuries dropped by 71 %
- Percentage of vehicles speeding was reduced at north end, middle, and south end of converted part of street
6. Other Benefits __ Orlando, FL

Change in Travel Mode

- Bicycle counts increased by 30%
- Pedestrian counts increased by 23%
- On-street parking utilization increased from 29% to 41%
- Auto traffic reduced by 12% within a year following street redesign (but has since returned to pre-project level)
6. Other Benefits __ Orlando, FL

Resident and Business Owner Satisfaction with Results . . .

Post-implementation satisfaction measures were assessed via resident and merchant feedback forms.

Results are shown at right.

(Merchants didn’t think pedestrians liked the changes)

<table>
<thead>
<tr>
<th>Measure of Effectiveness</th>
<th>Did the Re-Striping Accomplish the Objective?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avoid Increasing Traffic On Neighborhood Streets</td>
<td>YES</td>
</tr>
<tr>
<td>Reduce Speeding on Edgewater Dr</td>
<td>YES</td>
</tr>
<tr>
<td>Increase Bicyclist Volumes</td>
<td>YES</td>
</tr>
<tr>
<td>Increase Pedestrian Volumes</td>
<td>YES</td>
</tr>
<tr>
<td>Reduce Crashes</td>
<td>YES</td>
</tr>
<tr>
<td>Increase On-Street Parking Use Rates</td>
<td>YES</td>
</tr>
<tr>
<td>Increase Pedestrian Satisfaction (Residents)</td>
<td>YES</td>
</tr>
<tr>
<td>Increase Pedestrian Satisfaction (Merchants)</td>
<td>NO</td>
</tr>
<tr>
<td>Increase Parking Satisfaction (Residents)</td>
<td>YES</td>
</tr>
</tbody>
</table>
Possible future expansions

similar planned projects

Lessons learned
n Gustavo Castro, Project Manager

Transportation Planning Division

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Orlando, Florida 32801

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Brian Ludicke
City of Lancaster Economic Development
Planning Director
The Boulevard __ Lancaster, CA
6. The Boulevard __ Lancaster, CA
6. What Lancaster, CA is Known For

Lancaster Museum of Art and History, aerial view of city, Lancaster Performing Arts Center
6. Case Study Boundary __ Lancaster, CA

What do we see in this picture

The BLVD (Lancaster Boulevard)
6. Project History __ Lancaster, CA

- Completion of downtown specific plan in 2008
- Nine block revitalization completed in late 2009
- Lancaster Boulevard rebranded as “The BLVD”
6. Project Features __ Lancaster, CA

- “La Rambla”

Barcelona, Spain

Lancaster, CA
6. Project Features __ Lancaster, CA

- Traffic reduced to two lanes
- Pedestrian plaza
- Enhanced crosswalks
- Angled parking
- Landscaping, lighting, outdoor seating
Lancaster Blvd – Before

March 2009

100’

70’

54’

6. Before __ Lancaster, CA
6. After __ Lancaster, CA
6. Before and After __ Lancaster, CA

Traffic Signals

Before: 8 Signals

After: 2 Signals
6. Economic & Fiscal Benefits __ Lancaster, CA

- $130 million in new private development
- Nearly 50 new businesses
- Over 800 new or rehabilitated housing units
- Over 145,000 s.f. of new or rehabilitated commercial space
6. Economic & Fiscal Benefits __ Lancaster, CA

- Over 800 new permanent jobs
- 119% increase in revenue for downtown area (2007-2012)
- 9.5% increase in property values
- Estimated $280 million in economic output
6. Other Benefits — Lancaster, CA

- Safety
  - Overall traffic collisions down 50%
  - Injury-related collisions down 85%

- Culture

- Community
6. Conclusion __ Lancaster, CA

Possible Future expansions

- Lancaster PBID

Similar planned projects

- “Medical Main Street”
6. Project Experts __ Lancaster, CA

n Brian Ludicke

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Management Analyst II

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Dennis A. Randolph, P.E.
Director of Public Works, City of Grandview
Main Street Revitalization __ Grandview, MO
6. What Grandview, MO is known for

- Longview Lake
- Grandview Community Center
- Truman Farm Home
6. Project introduction — Grandview, MO
1979: I-49/71 Highway Conversion splits city into two, with limited, and dangerous crossings:

- Businesses left the city: customers cannot get there directly
- Due to difficult access, Grandview became very unattractive for new business owners
- Result: 2006: Main Street Revitalization Plan in 4 phases
- Funding: 2010: Transportation sales tax. Number 1 project to be funded with tax revenues: Main Street improvements
- 2012: Federal highway funds allow for early project start & project expansion.
6. Project features __ Grandview, MO

- Road Diet: Lane reduction from 4 to 3, Inclusion of center-left-turn lanes, Reduction of lane widths to 10 - 11-feet
- Construction of Bump-outs
- Enhanced Sidewalks: Widening of sidewalks with aesthetic and functional improvements
6. Project features __ Grandview, MO

- Aesthetic Improvements: Extensive plantings, colored concrete, two pocket parks
- Signature marking piece at street entrance
- Street Furnishings: New, decorative LED street lighting, banners, street furniture
6. Before & After __ Grandview, MO

**Before**

**After**
## 6. Project costs & funding __ Grandview, MO

<table>
<thead>
<tr>
<th>Project</th>
<th>Engineer's Estimate</th>
<th>Low Bid</th>
<th>Company</th>
<th>City Share</th>
<th>Federal-Aid</th>
<th>Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Main Street - Phase I</strong></td>
<td>$1,588,616</td>
<td>$1,118,546</td>
<td>Amino Brothers</td>
<td>$1,118,546</td>
<td>$</td>
<td>0.17</td>
</tr>
<tr>
<td><strong>Main Street Phase II</strong></td>
<td>$1,394,438</td>
<td>$1,215,865</td>
<td>Orr Wyatt Streetscape</td>
<td>$1,215,865</td>
<td>$</td>
<td>0.25</td>
</tr>
<tr>
<td><strong>City Hall Clock</strong></td>
<td></td>
<td>$27,500</td>
<td>City Forces</td>
<td>$27,500</td>
<td></td>
<td></td>
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<tr>
<td><strong>Main Street Phase III</strong></td>
<td>$386,745</td>
<td>$395,340</td>
<td>Amino Brothers</td>
<td>$79,068</td>
<td>$316,272.12</td>
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<tr>
<td><strong>Civic Plaza</strong></td>
<td>$375,000</td>
<td>$440,383</td>
<td>Fleshman Construction, Inc</td>
<td>$236,212</td>
<td>$204,170.25</td>
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<tr>
<td><strong>Main Street Phase IV</strong></td>
<td>$1,413,750</td>
<td>$1,868,748</td>
<td>JM Fahey</td>
<td>$766,023.00</td>
<td>$1,102,725.00</td>
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<tr>
<td><strong>Main Street Phase VII</strong></td>
<td>$1,200,000</td>
<td>$1,094,355</td>
<td>JM Fahey</td>
<td>$244,355</td>
<td>$850,000.00</td>
<td>1.17</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$6,358,548</td>
<td>$6,160,737</td>
<td></td>
<td>$3,687,569</td>
<td>$2,473,167</td>
<td>1.81</td>
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</tbody>
</table>
6. Economic & Fiscal Benefits — Grandview, MO

Sales Tax Change between Years - 2008 Dollars

- TIF#8 - Main Street District
- City as a whole

Years
- 2008 to 2009
- 2009 to 2010
- 2010 to 2011
- 2011 to 2012
- 2012 to 2013
- 2013 to 2014

Sales Tax Change
- 35.0%
- 30.0%
- 25.0%
- 20.0%
- 15.0%
- 10.0%
- 5.0%
- 0.0%
- -5.0%
- -10.0%
- -15.0%
6. Economic & Fiscal Benefits — Grandview, MO

**TIF 8 Businesses**

Change in number of businesses in TIF#* (Main Street District)

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Number of Businesses</th>
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</thead>
<tbody>
<tr>
<td>FY 2008</td>
<td>24</td>
</tr>
<tr>
<td>FY 2009</td>
<td>22</td>
</tr>
<tr>
<td>FY 2010</td>
<td>21</td>
</tr>
<tr>
<td>FY 2011</td>
<td>24</td>
</tr>
<tr>
<td>FY 2012</td>
<td>23</td>
</tr>
<tr>
<td>FY 2013</td>
<td>22</td>
</tr>
<tr>
<td>FY 2014</td>
<td>28</td>
</tr>
</tbody>
</table>

Trend Line
6. Economic & Fiscal Benefits __ Grandview, MO

**Year to Year Percentage Change in Sales Tax Generated (2008 Dollars)**

- **Series1**
- **Series2**
- **Linear (Series1)**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Change in Percentage year to year</td>
<td>-20.0%</td>
<td>-10.0%</td>
<td>0.0%</td>
<td>10.0%</td>
<td>20.0%</td>
<td>30.0%</td>
</tr>
</tbody>
</table>
Permits in Main Street area peak to coincide with the first improvement phases.
### TIF #8 Sales Tax Revenue
**FY2008 thru FY2014**

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Total Sales Tax</strong></td>
<td>$7,428,214</td>
<td>$6,419,518</td>
<td>$5,996,293</td>
<td>$6,218,200</td>
<td>$6,318,746</td>
<td>$6,095,099</td>
<td>$5,856,360</td>
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<tr>
<td><strong>Growth</strong></td>
<td>-14%</td>
<td>-7%</td>
<td>4%</td>
<td>2%</td>
<td>-4%</td>
<td>-4%</td>
<td></td>
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<tr>
<td><strong>TIF 8 Area Tax Generated</strong></td>
<td>$66,364</td>
<td>$60,255</td>
<td>$52,608</td>
<td>$50,808</td>
<td>$47,834</td>
<td>$58,932</td>
<td>$75,550</td>
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<tr>
<td><strong>Growth</strong></td>
<td>-9%</td>
<td>-13%</td>
<td>-3%</td>
<td>-6%</td>
<td>23%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td><strong>TIF 8 # of Businesses</strong></td>
<td>24</td>
<td>22</td>
<td>21</td>
<td>24</td>
<td>22</td>
<td>23</td>
<td>27</td>
</tr>
<tr>
<td><strong>Growth</strong></td>
<td>-8%</td>
<td>-5%</td>
<td>14%</td>
<td>-8%</td>
<td>5%</td>
<td>17%</td>
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### Annual Values Adjusted to 2008 Dollars

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<tr>
<td><strong>TTL Sales Tax</strong></td>
<td>$7,428,214</td>
<td>$7,375,452</td>
<td>$7,619,392</td>
<td>$8,093,121</td>
<td>$8,447,055</td>
<td>$8,696,325</td>
<td>$8,980,755</td>
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<td><strong>TIF</strong></td>
<td>$66,364</td>
<td>$60,041</td>
<td>$53,281</td>
<td>$52,984</td>
<td>$51,009</td>
<td>$63,765</td>
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<tr>
<td>08 to 09</td>
<td>-0.7%</td>
<td>3.3%</td>
<td>6.2%</td>
<td>4.4%</td>
<td>3.0%</td>
<td>3.3%</td>
<td></td>
</tr>
<tr>
<td>09 to 10</td>
<td>-9.5%</td>
<td>-11.3%</td>
<td>-0.6%</td>
<td>-3.7%</td>
<td>25.0%</td>
<td>30.3%</td>
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<tr>
<td>per Business</td>
<td>$2,765</td>
<td>$2,729</td>
<td>$2,537</td>
<td>$2,208</td>
<td>$2,319</td>
<td>$2,772</td>
<td>$3,077</td>
</tr>
</tbody>
</table>
6. Other Benefits — Grandview, MO

- Redevelopment: Led way to redevelopment of 2 of 3 retail centers.

- Main Street Program: Associated with the Missouri Main Street program, and the National Main Street Program.
Project take-aways/ lessons learned
Future expansions

- Phases 5-7:
  - Phase 5 (Late 2016): New pedestrian friendly bridge across I-49 to reconnect the city.
  - Phase 6 (2018-2019): Complete the work across the City from city limit to city limit

Other planned future complete street developments in the city/neighborhood

- Conversion of frontage roads (along I-49) to 2-way operation as complete streets
- Conversion of 15th Street to complete street through the Truman Marketplace redevelopment
Dennis A. Randolph, P.E.
Director of Public Works, City of Grandview
1200 Main Street, Grandview, MO 64030
drandolph@grandview.org
(816)316-4855
6. What West Jefferson, NC is Known For

Art District West Jefferson, Mount Jefferson, Downtown West Jefferson
6. Project History __ West Jefferson, NC

- 2011: NCDOT’s plans for a routine resurfacing and drainage improvement project along Jefferson Avenue.

- Town negotiated with NCDOT to implement streetscape improvements to main intersection: improve safety, walkability, and aesthetics.

- NCDOT funded a $208,000 small construction project for roadway improvements in exchange for the removal of the traffic signals.

- Town contributed $140,000 for sidewalk and streetscape improvements.
6. Project Features __ West Jefferson, NC

- Street Improvements: Replaced two traffic lights with four-way stop signs, diagonal on-street parking, utilities underground

- Safety Improvements: Created paved crosswalks with bulb-outs (curb extensions)

- Aesthetic Improvements: landscaping, pedestrian-scale street lighting, street furniture
6. Before __West Jefferson, NC
6. After __ West Jefferson, NC
Before: Traffic light at main intersection induced many drivers to speed up as they approached the green light.

After: There's no legal way to beat a stop sign. Picture taken right after 4 way stop signs replaced the traffic light and before creation of bulb-outs.

- 10 new businesses since improvements: 55 new jobs
- Decreased vacancy: Vacant storefronts and apartments in the downtown area dropped from 33 to 5
- Number of annual visitors increased an average of 14%
- Local leaders credit the slower traffic and improved pedestrian environment with attracting $500,000 worth of investment to Jefferson Avenue
6. Safety Impacts __ West Jefferson, NC

- No traffic accidents at the town’s main intersections in this area
- District-wide 24% reduction in crashes and 53% reduction in injuries
- Savings from fewer accidents: more than $2.7 million in the first year after the improvements, more than 9 times the total cost of the town’s expenditure on improvements

Traffic moves more slowly approaching main intersection.

Pedestrians feel much more comfortable.
“The Town is very proud of this project. This project not only gave the Town a face lift but has substantially increased our daily foot traffic and given us an economic boost.”
- Brantley Price
  Town Manager, West Jefferson

“Dean,

I wanted you to know that the impacts of the bump-outs in West Jefferson are having.

I knew that they would increase pedestrian safety, but this business (Good Ole Days) is opening another business in Town because of the bump-outs.

So West Jefferson appreciates your help!

Matthew”
6. Conclusion — West Jefferson, NC

Lessons learned

Recommendations
Dean Ledbetter, Senior Planning Engineer

North Carolina Dept. of Transportation Division 11

(336) 903-9129
dledbetter@ncdot.gov
7. Acknowledgements and Further Resources
7. Acknowledgements and Resources

- Acknowledgements: Thank you to the city specialists!

The full list of our citations and photo credits can be found in the attachment of this presentation at http://smartgrowth.org/

- General Questions:

Dr. Jim Cohen

Urban Studies and Planning Program

University of Maryland, College Park, MD 20742

(301) 405-6795

jimcohen@umd.edu
8. Q & A
What do we see in this picture?
THANK YOU!